# **Entertainment District Neighborhood Meeting**



## Agenda

- "Excitement is Building"
- Cowboys Stadium
- Glorypark
- Infrastructure Improvements
- Entertainment District
- Construction Timeline
- Communication
- Q&A

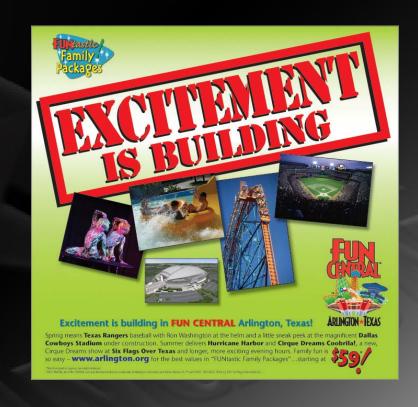
# Destination Arlington Marketing 2007

**Arlington Convention & Visitors Bureau and Marketing Partners** 

ARLINGTON TEXAS

# **EXCITEMENT IS Building!**

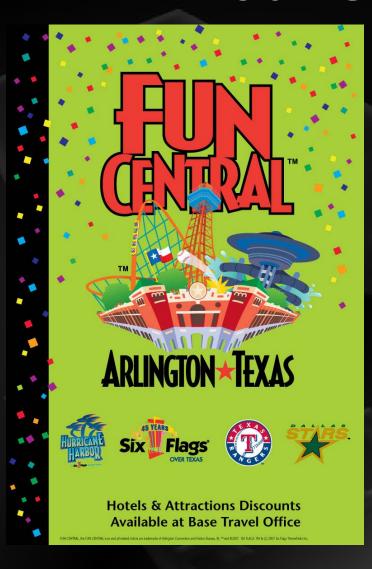
- Texas Travel Industry
   Association
   Texas First Spring
   Newspaper Insert,
   April 2
- (14) city Arlington Insert April 29



- Group Travel Planet, DFW Visitors Guide, Texas Travel Directory, Texas Town & City
- Key Magazine year round
- People April
- Family Fun Feb, Apr, June
- Better Homes & Gardens May
- Southern Living March, June
- Texas Monthly March, April, August



- Six Week Newspaper schedule in (11)Texas
   & Oklahoma cities, May-July
- Gannet Louisiana Insert, May



- (8) Tradeshows
- (1) FAM Trip
- (3) Sales Missions
- Destination Arlington (26) Military Base Programs



#### Billboards

- One rotating board on I-30 and Highway 360 entering Arlington
- One, Oklahoma City; one, Tulsa

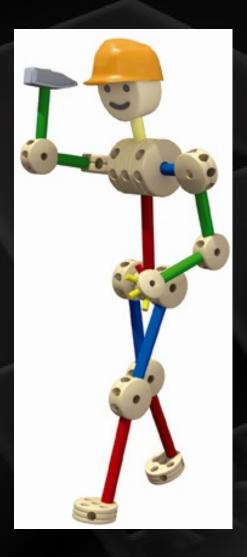
- Six Flags Over Texas/ACVB
   & Participating Hotel Marketing Partnership
  - Over 20 million promotional exposures in branded sponsor campaigns
  - Profile on Six Flags web site with link to Arlington
     CVB FUNtastic Family Packages

- FUN CENTRAL Radio & Television
  - Network (promotional contests to win trip to Arlington)
  - Radio: Oklahoma City, Tulsa, Texarkana,
     Shreveport, Abilene, Little Rock, Wichita Falls,
     Houston
  - Television: Texarkana, Abilene, Wichita Fallsand more...

### **Visitors Guide**



# Street Level Detour Signage



- Up to ten signs installed at key intersections
- 888-88-DETOUR
- "Mental Detour(s)"

# MapNetwork

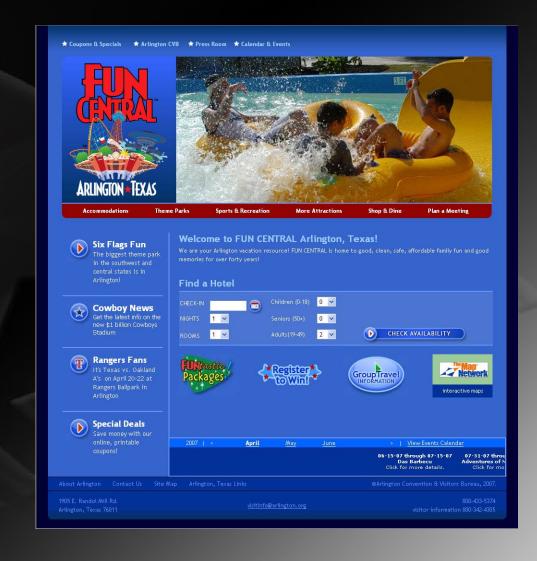
- New internet mapping software on the ACVB web site
  - Displays over 500 Points of Interest
  - Pop-Ups with information, tips and recommendations
  - Printable
  - Displays temporary or semi-permanent street closings and construction areas



interactive maps

#### **NEW! ACVB Web Site**

- New look!
- Easier navigation
- More photos, graphics
- More product exposure
- Attraction features and stories
- Scrolling Calendar of Events
- Better capture and targeting of customer information

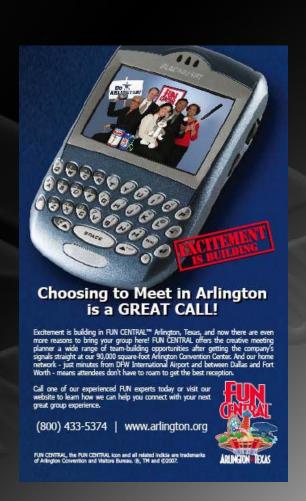




And for the Arlington Convention Center and the Meeting Hotels in Arlington...

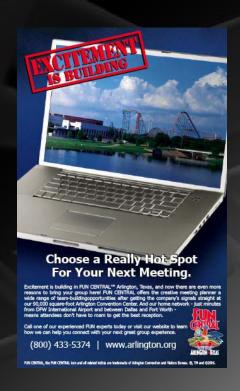
#### **Convention Sales**

- MPI Oct, Jan, Feb, May, July, Sept
- RCMA Sept, Oct, Aug
- Trade Show Week –
   August, June
- Association News –
   Nov, Apr, Aug
- Successful Meetings –
   Apr, Aug
- Hispanic Meetings May, Sept
- Convene July



#### **Convention Sales**

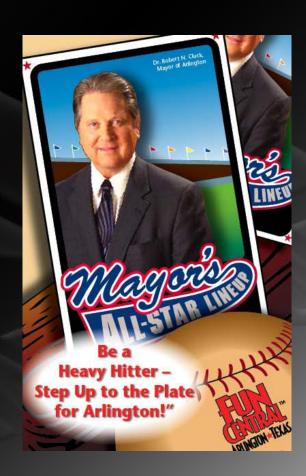
- Convention South –
   Dec, Mar, Jul, Aug
- Meetings South Oct, Dec, Jan, Apr, June, July, Sept
- Texas Society of
   Association Executives
   Jan, Mar, Sept
- Texas Meetings & Events – Oct, Aug
- Plan Your Meetings –
   Jan, July





#### **Convention Sales**

- (9) Tradeshows, (6)
   Sales Calls & Sales
   Missions and (3)
   FAM Events
- Mayor's All Star
   Line-Up local
   campaign to stimulate
   meetings hosted by
   Arlington companies
   and organizations.



### Performance Measures Two Quarters FY 2007

- Direct Spending attributed to ACVB:
  - **\$16,407,613**
  - 30% increase over YTD 2006
- Convention Sales: 40% of Goal
- Tourism Sales: 30% of Goal

# Cowboys Stadium

May 2007



# Before





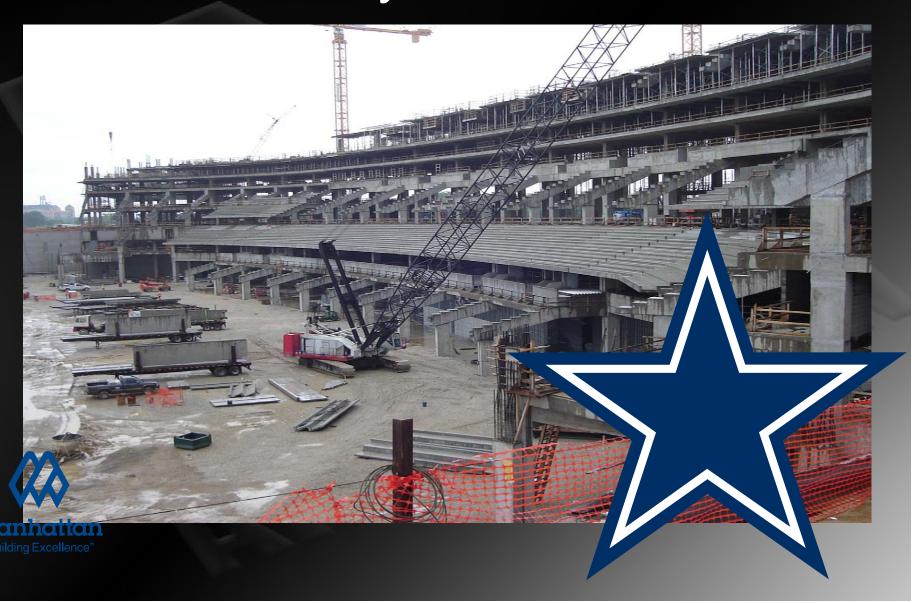
# Current Progress





Print #70515848 Date:05/15/07

# Cowboys Stadium



# Construction



# Construction



# Construction



#### Schedule

#### Milestone Dates

- Sept. 2006Excavation Completed
- April 2007Precast installation
- July 2007Steel Erection Begins
- November 2008Topping Out
- Summer 2009Substantial Completion
- Fall 2009First Home Game



www.ci.arlington.tx.us/cowboys

# Glorypark Development and Financing Plan

May 2007

### Glorypark Plan

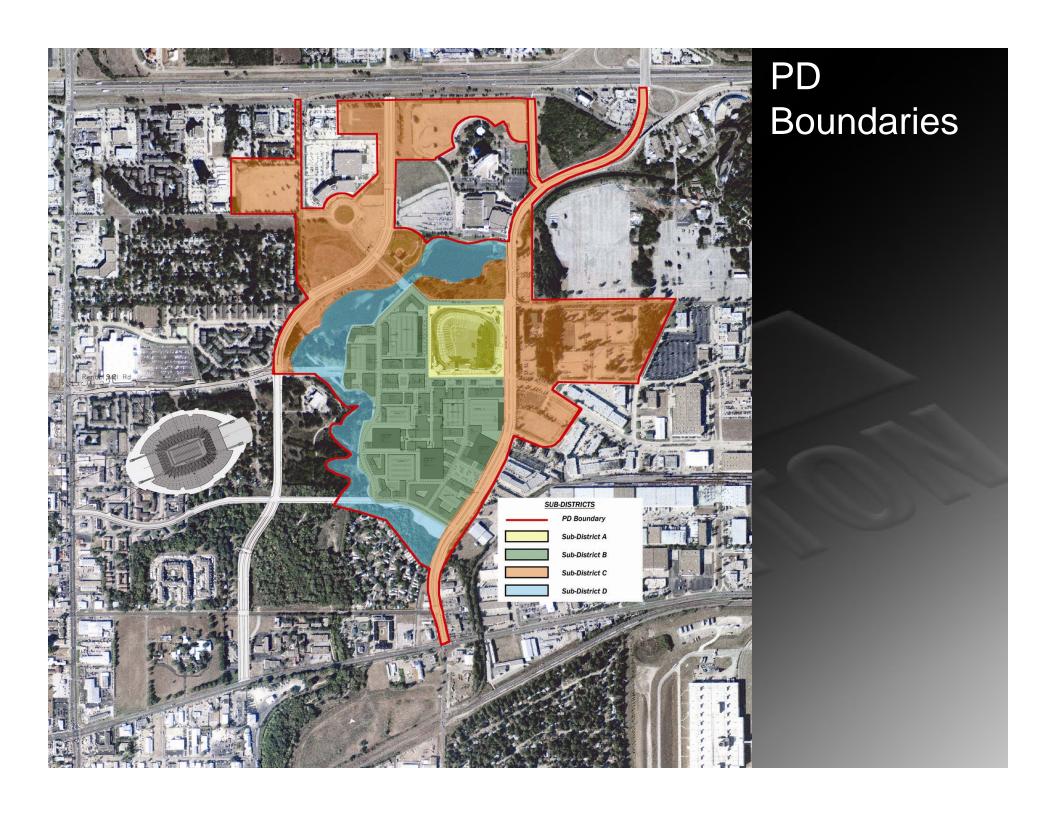
- Updates, restates, and implements current
   Ballpark documents
- Enables quality new taxable development
- Establishes mixed urban land use and high quality design standards
- Provides for public infrastructure needs
- Outlines public financing agreement

# **Economic Impact**

- Glorypark
  - \$4.3 Million in Stable Year Net Revenue
  - 7,825 Full-time Equivalent Jobs
    - 3,332 One-time
    - 4,493 Ongoing Operations
    - 1,900 Projected to be Arlington Residents
- Rangers' Ballpark in Arlington
  - 709 Arlington Full-time Equivalent Jobs
  - \$46.2 Million in Arlington Annual Economic Impact
  - \$76.0 Million in Tarrant County Annual Economic Impact

# The Participants





#### GLORYPARK PUBLIC / PRIVATE DELINEATION

Revised April 23, 2007



# Current Building Program

- 1.5m gross square feet, 1.3m net
- Mixed use
  - 68% retail
  - 12% office
  - 20% residential
- 4700 Structured Parking Spaces

### Financial Team

- Public Financial Management
- Piper Jaffray
- Bank of America
- First Southwest
- Vinson and Elkins

### Financial Principles

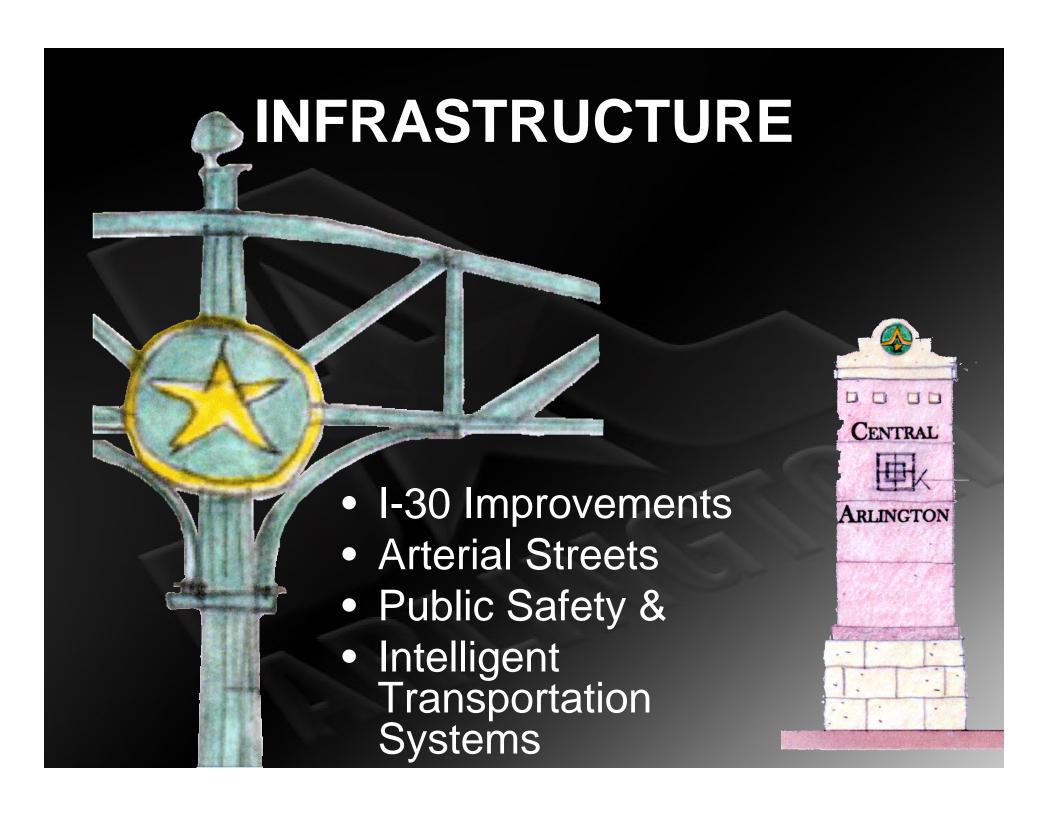
- Maintain Current Rent Structure
- Public Improvement District Number One
  - TIRZ (General Public Improvements)
  - Developer Assessments/Revenue (Structured Parking)
- No Pledge of Full Faith and Credit
- No Bonds Issued Until Developer Secures Required Commitments

### Current Financial Highlights

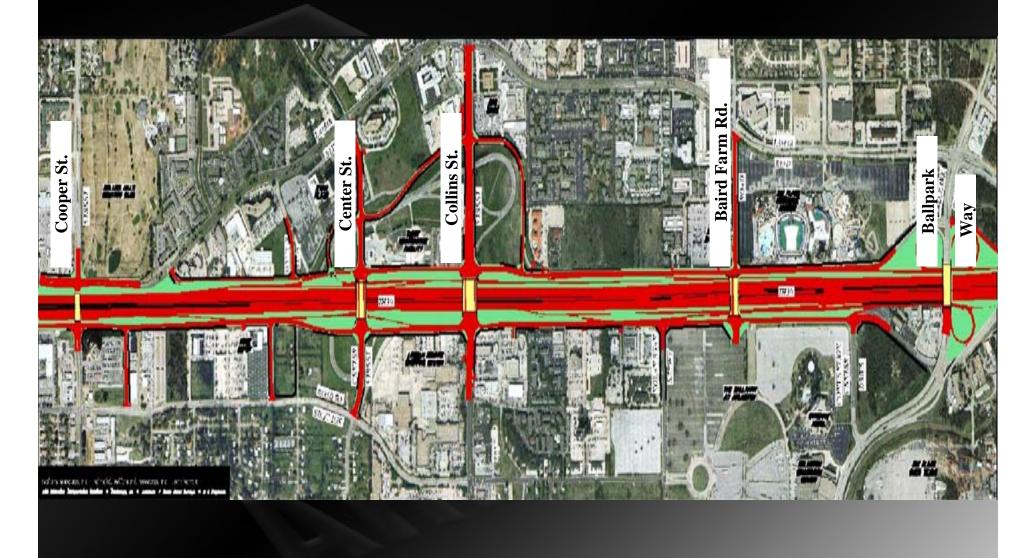
- Total Phase I Costs
  - **-**\$478,829,616
- City Support \$56,200,000 11.7%
  - \$48,800,000 TIRZ #5
  - -\$ 5,400,000 Water Developer Participation
  - -\$ 2,000,000 Fee Offsets
- Developer Contribution \$86,200,000 18%
- City Leverage is 1 to 10 and Support Capped

### Summary

- Maintains Current Rent Structure
- Creates Framework for Significant Taxable
   Value to be Added
- Provides for Mixed-Use High Quality Urban Design
- Protects Existing Ballpark Parking
- Reserves Public Mineral Interests
- Retains Character and Proximity of Little League Ballpark



### IH30 Improvements



### IH30 Improvements

- Improve regional mobility
  - Increase number of lanes on IH30
  - Add managed lanes
- Improve local access and mobility
  - New Baird Farm Road bridge and interchange
  - Reconstruct Collins Street bridge and improved interchange
  - New Center Street bridge and interchange
- Project Schedule
  - Phase 1
    - Center Street Bridge
    - Project bid and awarded to Zachry Construction
    - Mobilizing now
  - Phase 2
    - Main lanes/Frontage roads
    - Baird Farm Bridge
    - Collins Bridge rebuild



### **Arterial Streets**

- Baird Farm Road
  - Nolan Ryan to Randol Mill OPEN
  - Reconnection to Pennant Drive OPEN
  - Future access @ Copeland Rd OPEN to parking access only
- Rogers Road
  - Collins to Stadium Dr. UNDER DESIGN
- Stadium Drive
  - Chapman Cutoff to Division St. UNDER DESIGN
- Planned design work
  - Road to Six Flags
  - Randol Mill Road

### Public Safety & Intelligent Transportation System (ITS) for Entertainment District

- Current ITS project underway!
  - Traffic management during baseball games
  - Installed 12 traffic monitoring cameras and video management center in Rangers Ballpark
  - Watch traffic patterns and operate signals as appropriate
  - Successful opening day
- Police using center for enhanced security
  - Located in the traffic management center
  - Viewing for security purposes

### Traffic Management Center

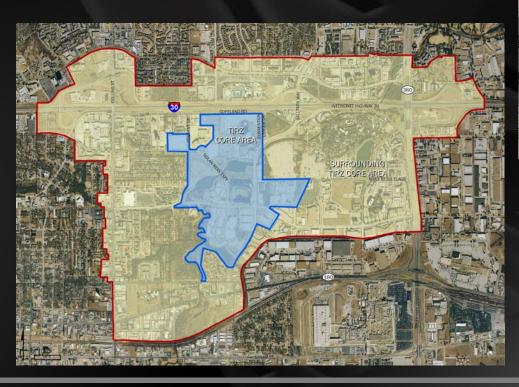


### Traffic Management Center





### Tax Increment Reinvestment Zone #5 Arlington Entertainment Area TIRZ May 2007











### **Continuing the Momentum**

- Several new and exciting developments are on the horizon for the Arlington Entertainment District.
- The goal of the proposed TIRZ is to continue the momentum established by these new developments and make the Arlington Entertainment District truly unique.
- Several of these new projects include:
  - Hospitality Taskforce Report
  - IH 30 Transportation Improvements
  - Cowboys Stadium
  - Lincoln Square Expansion
  - Additional Transportation Improvements
  - Johnson Creek

### **District Vision**







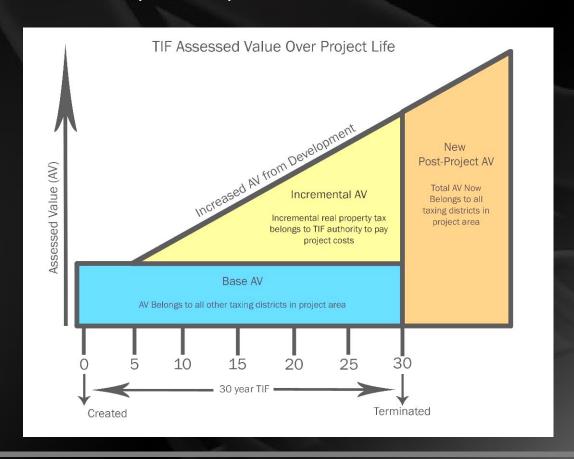




### **TIRZ Overview**

### **Tax Increment Financing**

- Tool that local governments can use to fund needed structural improvements and enhanced infrastructure within a defined area.
- When developers make improvements, property values increase.
- In a TIRZ, the taxes on the increase in property values are set aside to fund specific improvements.



### **TIRZ Creation Process**

- Assess Needs
- Draft a Plan
- Adopt a TIRZ Ordinance
  - Boundary
  - Base Year
  - Term
  - Composition of Board
- Appoint TIRZ Board
- Adopt TIRZ Plan





### PID Overview

### **Public Improvement Districts**

- Districts created to provide limited special services and improvements above and beyond what is normally provided by a City.
- Examples including landscaping, parking, enhanced security, and marketing.
- Authorize the city to levy special assessments on real property to aid in providing funding for these special services and improvements.
- Can be used in conjunction with TIRZ districts.



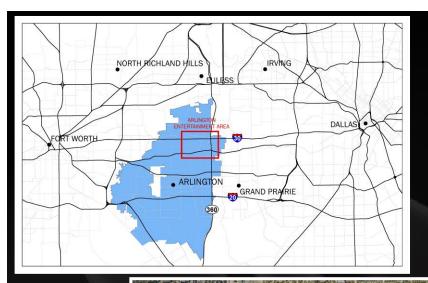


### **PID Creation Process**

- Petition to the City
- Signed by at least 50% of the appraised value, and at least one of the following:
  - 50% of the number of property owners in the proposed district, or
  - 2. Owners of at least 50% of the land area.
- Detailed 5-yr service plan
- Assessment plan
- Public hearing before adoption







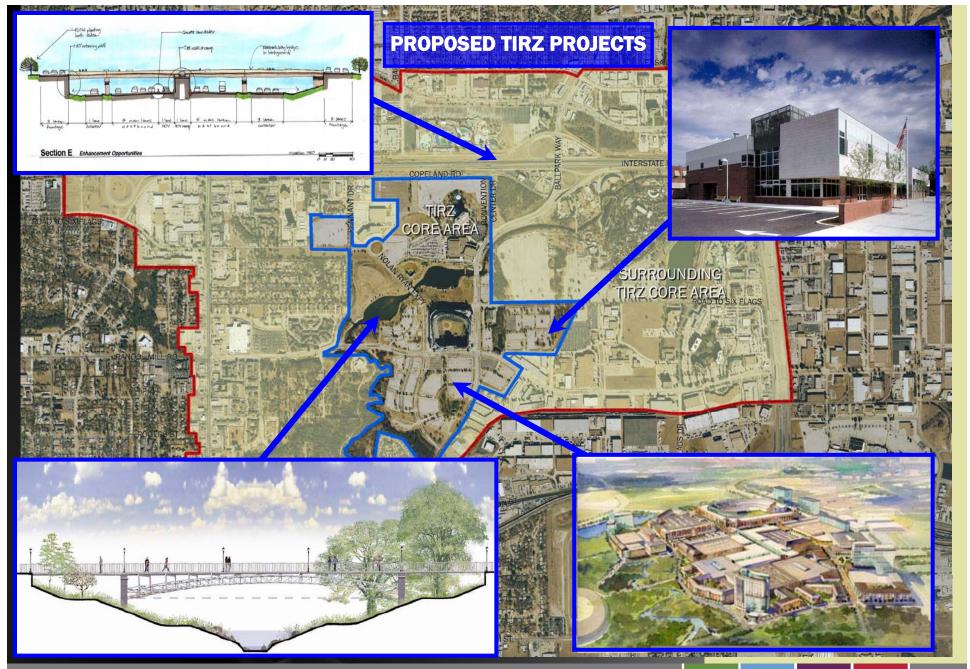
# OPERANDE THEY CORE AFER. SUPPOUNDING THEY CORE AFER.

### Goals of the TIRZ

### **TIRZ Purpose**

- Facilitate new quality private investment
- Fund needed public infrastructure
- Encourage highest and best use of limited land resources with the district



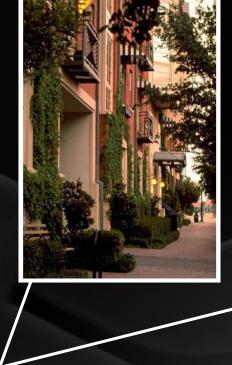






### **Core Area Improvements**

- •Roads \$19,464,255
- •Water & Sewer \$17,973,799
- •Streetscape & Park \$11,361,946
- •TIRZ Contribution \$ 48,800,000



### Core Area Improvements









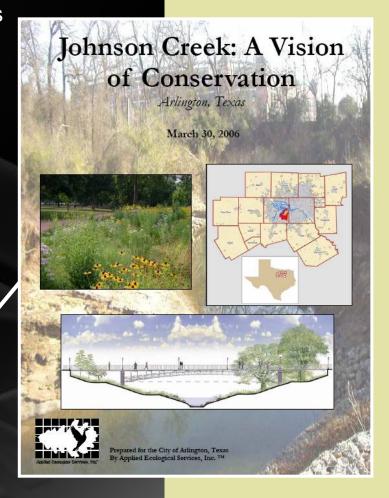


### Johnson Creek Improvements

Johnson Creek Improvements

- •Improve water quality and stabilize stream banks
- •Encourage use of creek for passive recreation
- •Improve flood protection
- •TIRZ Contribution \$ 13,949,567







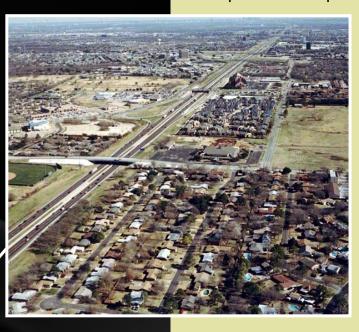


### **Transportation Improvements**

### **Transportation Improvements**

- IH 30 Right-of-Way Acquisition
- IH 30 Amenities
- Widen Stadium Drive
- Gateways
- Signage
- Intelligent Transportation Systems
- Total TIRZ Contribution \$21,173,450







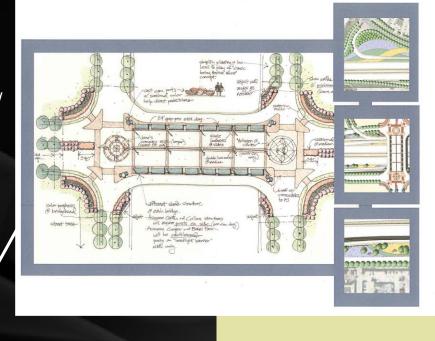




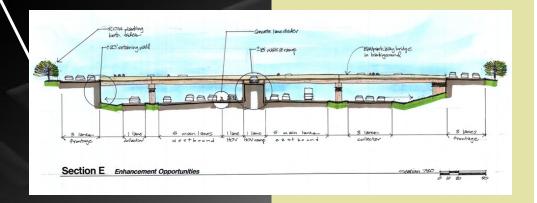
### **Transportation Improvements**

### Transportation Improvements IH-30

- Reduces congestion and improve air quality
- Enhance access to existing businesses and new access for undeveloped property
- Make a statement of quality for Arlington
- Provide new gateways to the entertainment district, UTA and downtown Arlington











### **Transportation Improvements**

### Signage

- Create sense of place within district
- Improve circulation to and from destinations



## Calebra

### SUPPOUNDING PROVIDENCE AREA

### **Stadium Drive**

- Traffic management
- Widen Stadium Drive to improve traffic flows during peak travel periods







### **Public Safety Center**

### **Public Safety Center**

- Development of a 15,000 17,000 square foot combined Police/Fire/Traffic facility
- 85 dedicated parking spaces
- 40-50 public officials on 24-hour operation
- TIRZ Contribution \$ 4,981,988











### Public Art

### Public Art

- Reinforce the special quality of the Entertainment District
- Enhance visitors experience
- TIRZ Contribution \$ 1,120,947









### **Parking Improvements**

### Parking and Sustainable Development Improvements

- Provide parking structures to facilitate development density
- Encourage pedestrian travel
- Encourage the highest and best use of current property
- TIRZ Contribution \$ 18,682,456









### Neighborhood Improvements

### **Neighborhood Improvements**

- Unify the character of the district
- Foster a sense of community
- Encourage a live...work...play lifestyle
- TIRZ Contribution \$ 6,227,485













### **TIRZ Project Costs**

•\$48,800,000 TIRZ Core Area

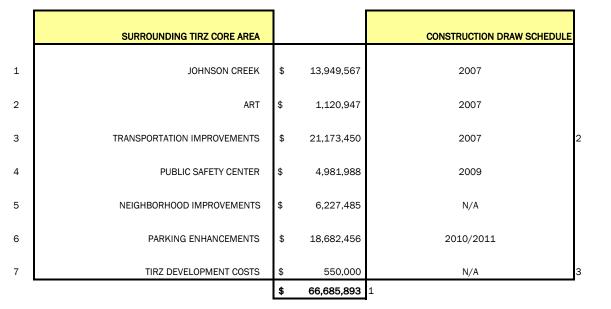
•\$66,685,893 TIRZ Surrounding Area

•\$115,485,893
Total Improvements

### TIRZ PROJECT COSTS

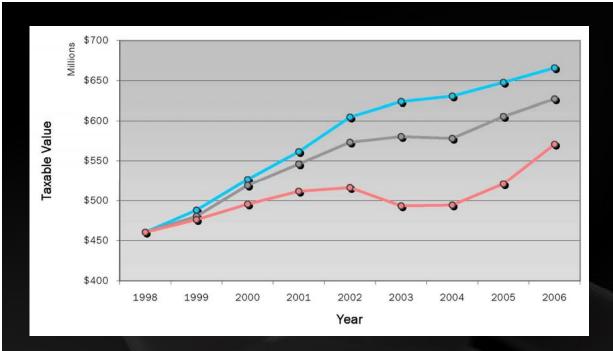
\* ORDER OF PRIORITY

TIRZ CORE AREA		CONSTRUCTION DRAW SCHEDULE
ROADS	\$ 19,464,255	JAN 2007 - JULY 2008
WATER AND SEWER	\$ 17,973,799	JAN 2007 - JAN 2008
STREETSCAPE AND PARKS	\$ 11,361,946	MAR 2008 - OCT 2008
	\$ 48,800,000	1

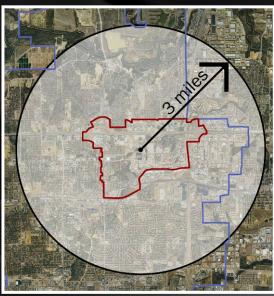


OTAL **\$ 115,485,893** 









### Taxable Value Growth

### **Average Annual Taxable Value Growth:**

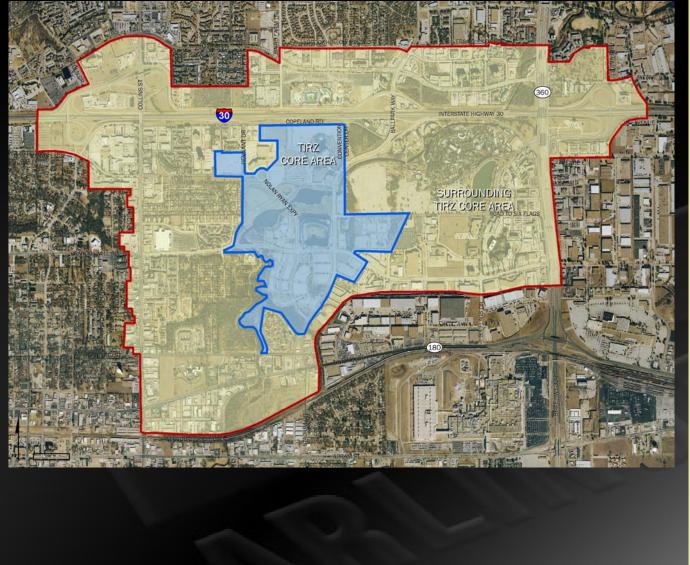
- •City of Arlington 4.75%
- •Neighborhood Growth 3.96%
- •Within the TIRZ 2.79%





### **TIRZ Analysis**

### TIRZ Core and Surrounding Area



### **Taxable Value Assumptions**

 Based upon comparables, we have assumed the following values:

Property Type	Real Property Value
Retail	\$ 180 psf
Residential	\$ 90 psf
Office Space	\$140 psf
Hotel	\$150 psf
Land	\$ 15 psf

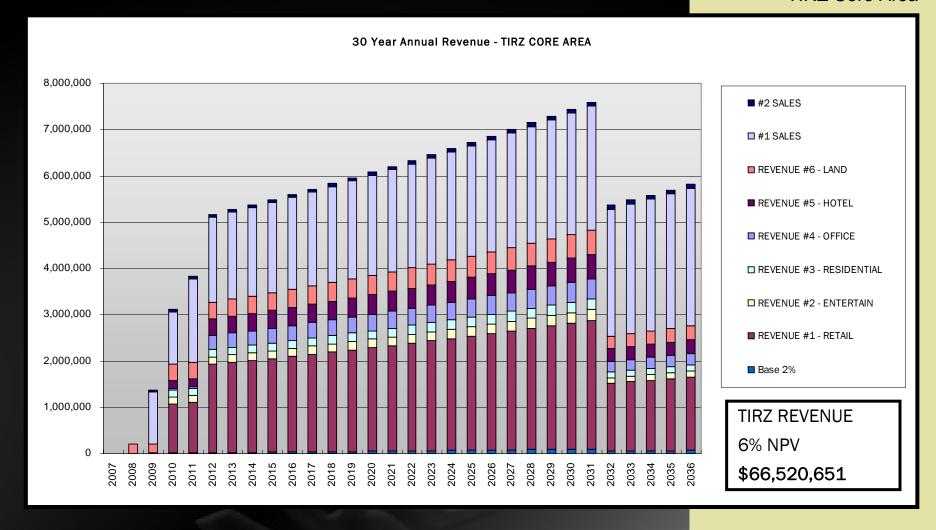
Property	Sales Per
Type	Square Foot
Retail	\$200 - \$450





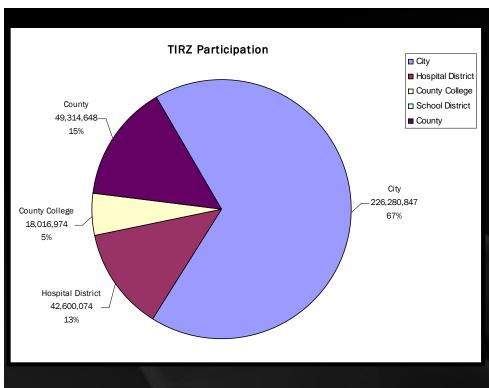
### Base Value & Assumptions

**TIRZ Core Area** 



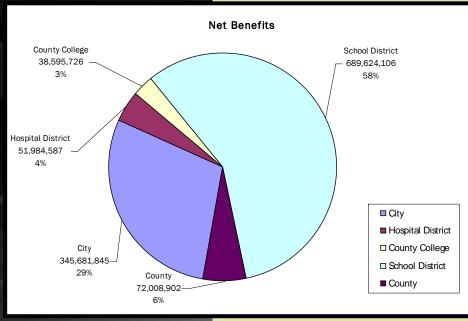






### Base Value & Assumptions

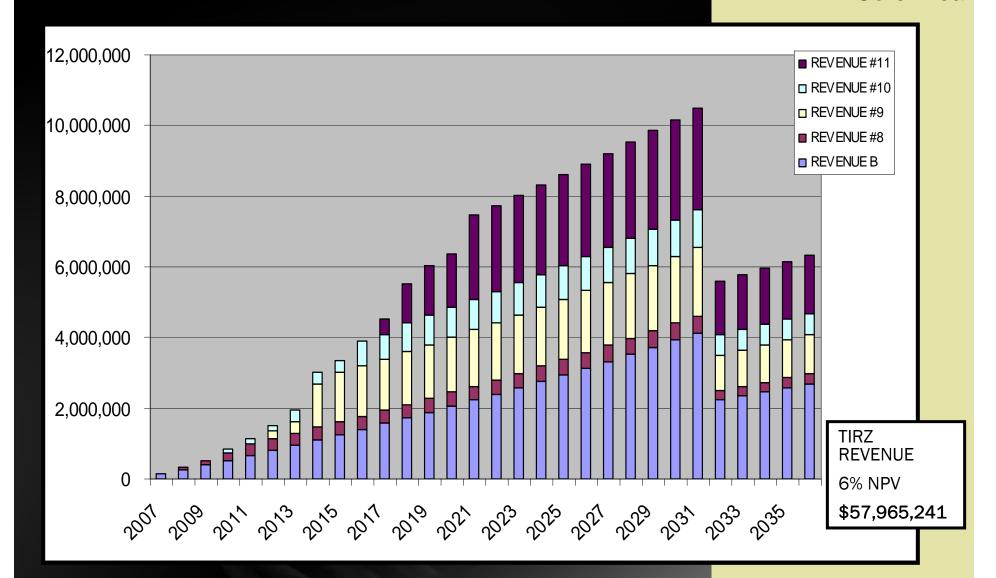
**TIRZ Core Area** 







### Surrounding TIRZ Core Area







### Entertainment District Design Standards Update

May 30, 2007



### **Entertainment District Vision**

### City Vision

- Create A Unique Environment For People To Live,
   Work And Play That Builds Upon Special Features,
   such as
  - Two major sports venues
  - Johnson creek
  - Existing and planned major infrastructure
  - Central location in metroplex

### **Entertainment District Vision**

### How is the Vision being implemented?

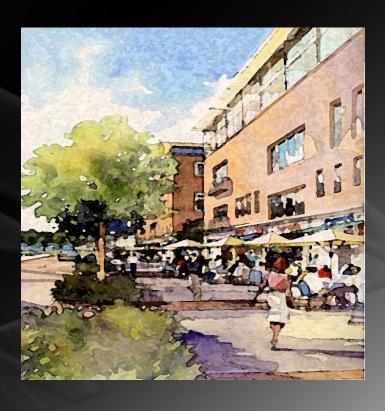
- Public and Private Investment in Infrastructure
  - Roads
  - Water and Sewer
  - Streetscape
- Public Investment
  - Johnson Creek
- Private Investments
  - Cowboys Stadium
  - Glorypark
- Design Standards

#### **Entertainment District Vision**

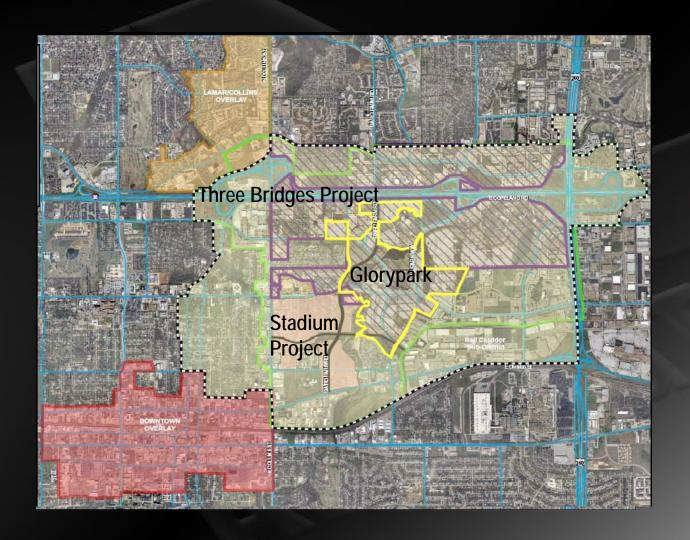
#### Why Design Standards?

- Establish a set of uniform but flexible criteria for private and public development/ redevelopment
  - Enhances public/private investment in the district
  - Creates a special place in Arlington

- Creates a special place
- Creates an overlay of design standards over existing zoning
- Exempts existing structures
- Allows for the creation of mixed-use, streetscape oriented developments.



### **Entertainment District Boundaries**



# ENTERTAINMENT DISTRICT



#### PUBLIC REALM





#### PRIVATE REALM





#### - PUBLIC REALM

- □ <u>Streetscape</u>
  - (from back of curb to building wall) landscaping; lighting; fencing; signage
- □ Public Spaces
  social spaces accessible to the public
- □ Other

driveways; paving; roadside design; intersections; street furniture/accessories



#### - PRIVATE REALM

#### □ Site

 setbacks; lot coverage; site massing; gateways; parking; landscaping; screening of mechanical equipment/outside storage; ground-level uses; open spaces

#### □ Building

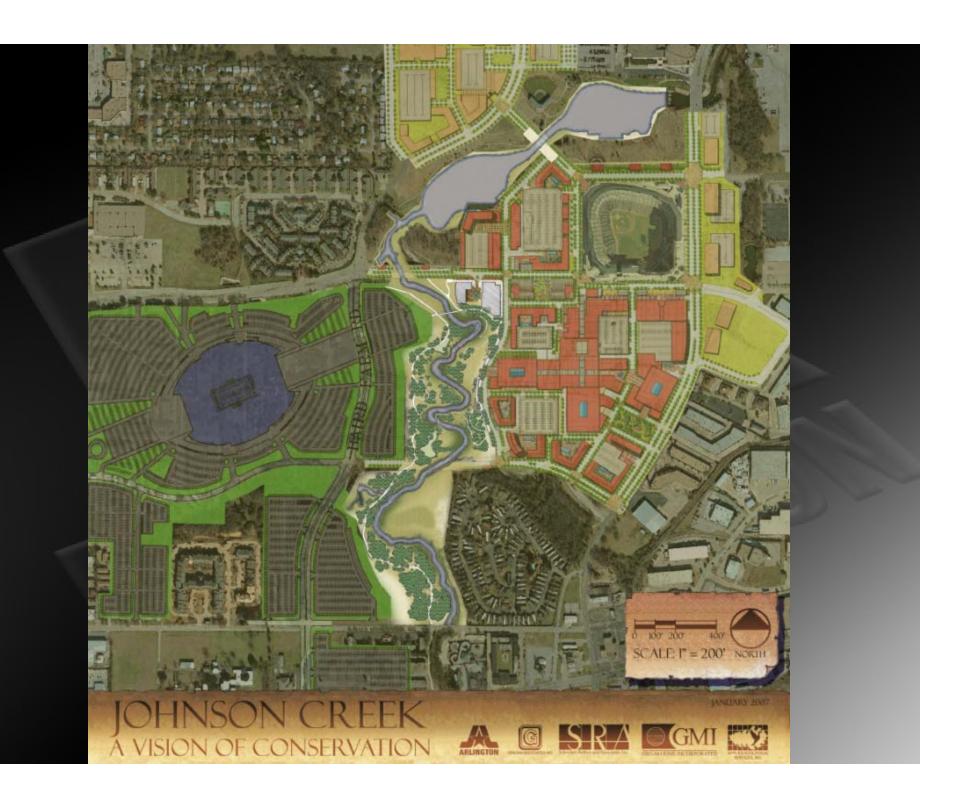
 massing; height; material; entry feature; architectural elements; façade articulation

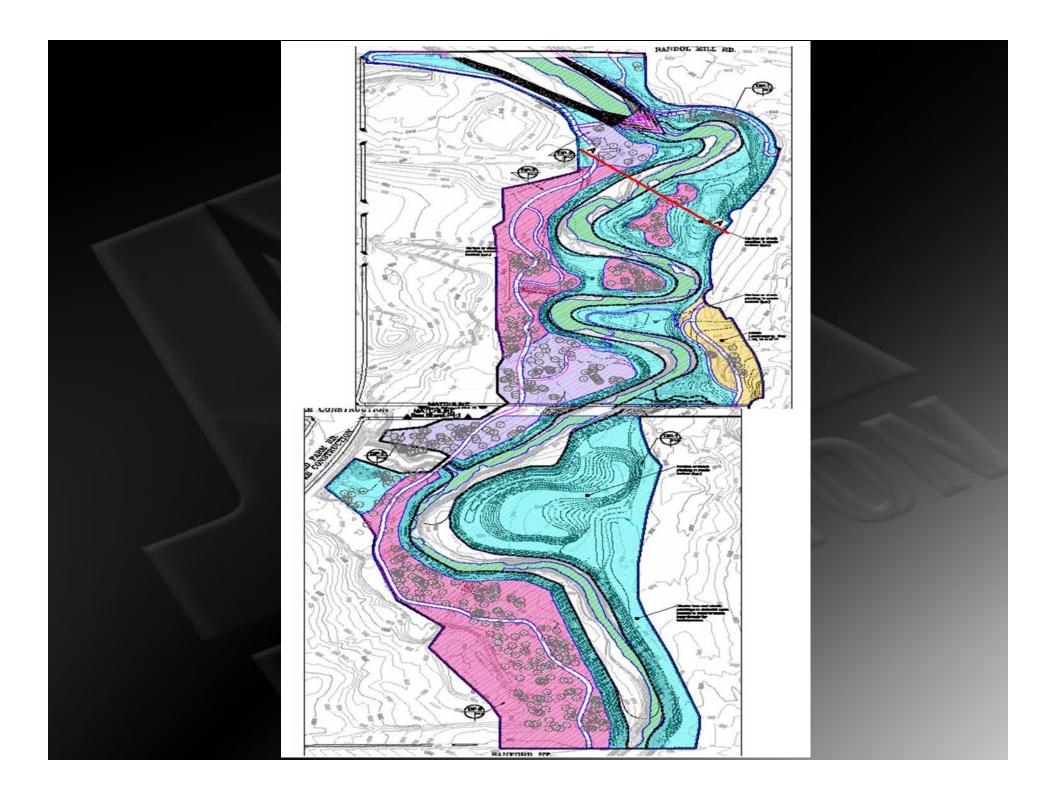


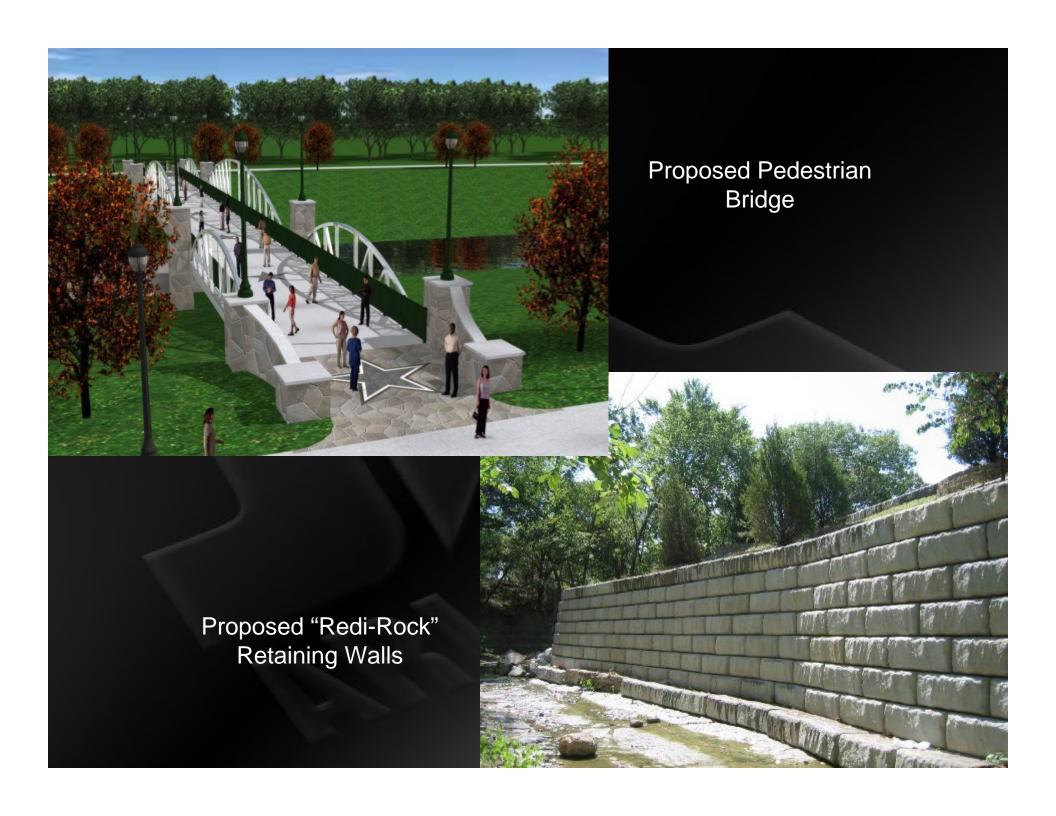
- NEXT STEPS
  - Refine Draft Standards
  - Planning and Zoning Commission Review
  - City Council Action (timeframe: late summer adoption)

For more details:

www.arlingtontx.gov/planning







# Johnson Creek Phase 1a Schedule

Final Engineering
 June 07

Construction Documents July 07

Corps of Eng. Permitting Aug. 07

Bidding/Contract Award Aug. 07

Construction Start Oct. 07

## **Entertainment District Timeline**

	Cowboys Project	Glorypark	Infrastructure (Roadway, Water and Sewer Projects)	Johnson Creek
2007	-April Seating Bowl precast installation -July Tower Crane removals - July - November South Side Structural Steel Arches -November to April 2008 North Side Structural Steel Arches - Aug Topping out of concrete structure	- Late Summer/Early Fall Ground Breaking -Late Fall/Early Winter Vertical construction begins	- Jan Bid Center Street Bridge project - Jan Complete design standards for the Entertainment District - Spring Constructed sections of Baird Farm Road north of Randol Mill as part of venue; City sewer line underway - Late summer Begin construction – ITS Fiber Project - Aug TxDOT to bid remainder of IH30 Bridges Project	- Summer Final Engineering Construction documents Corps of Engineers Permits Bidding/Contract Award -Fall Construction Starts
2008	- August Retractable Roof Installation - November Topping out	- Vertical Construction continues through 2008	-Jan Bid Stadium Drive (Chapman Cutoff to Division) Sections of Baird Farm Road will be constructed during 2008 to eventually connect Copeland Road to Division with venue	- Spring Complete construction
2009	- February Field Slab installation Center Hung Scoreboard -May Retractable Roof complete - June Project substantial completion - Fall First home game	-Spring Glorypark Grand Opening -Summer Hotel Grand Opening	-Jan Complete Stadium Drive construction -Aug Complete major milestones of IH30 Bridges Project	
2010				
2011	Super Bowl XLV			

## **How To Stay Informed**

#### **City of Arlington Website**

- Website URLs
  - www.arlingtontx.gov
- Cowboys Page
  - www.arlingtontx.gov/cowboys



North Texas Wins Super Bowl XLV

Texas Region, said Arlington Mayor Robert Cluck.

Football League announced Tuesday.

Super Bowl XLV will be played in Arlington in 2011, the National

sporting event, and their vote on Tuesday is a win for the North

The NFL owns, produces, and controls the country's largest annual

Report

▶ The City of Arlington

Bring Super Bowl XLV

to North Texas

► <u>Design Plans For</u> Cowboys New Stadium

Leads Regional Effort to

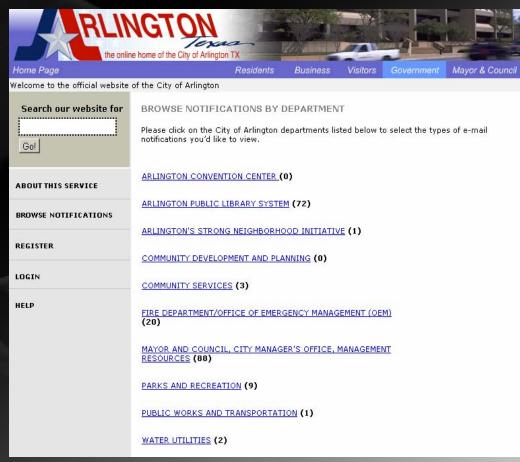
## Citizen Notification Service (CNS)

A free subscription email service that delivers information from the City of Arlington

Citizens have freedom to select the information received

Notifications are available from several
City departments including the Fire
Department / Office of Emergency
Management, City Manager's Office,
Mayor and Council

Registration requires valid email address and zip code only Very easy to use – can be delivered to any device capable of receiving email



## Arlington Cable Channel 16



## City Action Line

- City Action Line 817-459-6777
- Resident Call Center
- Open Monday Friday
  - − 8 a.m. − 5 p.m.

- Anytime and After hours
  - Voice Mail
  - Citizen Action Request Form
    - www.ci.arlington.tx.us/carf



## Questions & Answers





LINCOLN SQUARE

Glorypark







